

# GTM Diagnostic – Executive Question Set

A complete question list for preparation or delegation

## Purpose

This document lists the exact questions used in the GTM Diagnostic. You may complete the diagnostic without preparation. If preferred, you may ask colleagues to gather answers in advance. Directional accuracy is sufficient. Duration: 6-8 minutes. Mostly checkboxes.

## Sections

1. Contact & Company Details
  2. Cost Information
  3. Company & Context
  4. Sales, Content & Trust
  5. Infrastructure, Urgency & Outcomes
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## 1. CONTACT & COMPANY DETAILS

### Contact information

1. Contact name \*
2. Job title \*
3. Seniority \*
  - Founder / Owner
  - CxO
  - VP
  - Director
  - Head of
  - Manager
  - Individual contributor
  - N/A
4. Job function \*
  - CEO / Founder
  - Sales
  - Marketing
  - RevOps / Ops
  - Customer Success
  - Product
  - Finance
  - IT / Engineering
  - Leadership
  - Other
5. Contact email \*
6. Company name \*
7. Company website URL \*
8. LinkedIn profile URL

## **2. COST INFORMATION**

### **A1. People costs**

#### **A1.1 Marketing staff**

- £0–150k
- £150k–300k
- £300k–600k
- £600k–1m
- £1m–2m
- £2m+
- Not applicable

#### **A1.2 BDR & SDR staff**

- £0–150k
- £150k–300k
- £300k–600k
- £600k–1m
- £1m–2m
- £2m+
- Not applicable

#### **A1.3 Sales & enablement staff**

- £0–150k
- £150k–300k
- £300k–600k
- £600k–1m
- £1m–2m
- £2m+
- Not applicable

#### **A1.4 Customer success staff (if applicable)**

- £0–150k
- £150k–300k
- £300k–600k
- £600k–1m
- £1m–2m
- £2m+
- Not applicable

#### **A1.5 External agencies**

- £0–50k
- £50k–150k
- £150k–300k

- £300k–600k
  - £600k–1m
  - £1m+
  - Not applicable
- 

## **A2. Technology & platforms**

### **A2.1 Marketing automation platforms**

- £0–10k
- £10k–25k
- £25k–75k
- £75k–150k
- £150k+
- Not applicable

### **A2.2 CRM licences and add-ons**

- £0–10k
- £10k–25k
- £25k–75k
- £75k–150k
- £150k+
- Not applicable

### **A2.3 Social scheduling / content tools**

- £0–5k
- £5k–15k
- £15k–30k
- £30k–60k
- £60k+
- Not applicable

### **A2.4 Data, enrichment, or intent tools**

- £0–10k
- £10k–30k
- £30k–75k
- £75k–150k
- £150k+
- Not applicable

### **A2.5 Webinar / virtual event platforms**

- £0–5k
- £5k–15k

- £15k–40k
  - £40k–75k
  - £75k+
  - Not applicable
- 

### **A3. Paid visibility & advertising**

#### **A3.1 Paid media (including PPC)**

- £0–50k
- £50k–150k
- £150k–300k
- £300k–600k
- £600k–1m
- £1m+
- Not applicable

#### **A3.2 Ad creation and management**

- £0–25k
- £25k–75k
- £75k–150k
- £150k–300k
- £300k+
- Not applicable

#### **A3.3 Sponsorships / partnerships**

- £0–25k
  - £25k–75k
  - £75k–150k
  - £150k–300k
  - £300k+
  - Not applicable
- 

### **A4. Content, campaigns & events**

#### **A4.1 Content production**

- £0–50k
- £50k–150k
- £150k–300k
- £300k–600k
- £600k+
- Not applicable

## **A4.2 Landing pages & gated assets**

- £0–15k
- £15k–40k
- £40k–75k
- £75k–150k
- £150k+
- Not applicable

## **A4.3 Events, webinars, exhibitions**

- £0–25k
  - £25k–75k
  - £75k–150k
  - £150k–300k
  - £300k+
  - Not applicable
- 

## **A5. Training & enablement**

### **A5.1 Sales training & enablement**

- £0–25k
- £25k–75k
- £75k–150k
- £150k–300k
- £300k+
- Not applicable

### **A5.2 Marketing training & coaching**

- £0–15k
  - £15k–40k
  - £40k–75k
  - £75k–150k
  - £150k+
  - Not applicable
- 

## **3. COMPANY & GTM CONTEXT**

### **B1. Company & commercial context**

1. Primary product or service
2. Business model (tick all that apply)
  - SaaS

- PaaS
  - Services
  - Hybrid
  - 3. Current ARR band
    - £0–50k
    - £50k–100k
    - £100k–150k
    - £150k–200k
    - £200k–300k
    - £300k+
    - Not applicable
  - 4. Target ARR over the next 12–24 months
  - 5. Employee headcount
  - 6. Size of total addressable market (TAM)
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## **B2. GTM model & exposure**

### **B2.1 How do you currently create market visibility?**

(Multi-select)

- Paid advertising (PPC / paid social)
- Organic social media
- Email campaigns
- Outbound sales (cold email / calls)
- Events / webinars
- Partnerships / sponsorships
- Content / thought leadership
- PR / analyst relations
- Other

### **B2.3 Which channels contribute most to pipeline today?**

- Paid advertising
- Outbound sales
- Inbound leads
- Existing customers / expansion
- Partners / referrals
- Events
- Unclear / difficult to attribute

### **B2.4 Do key decision-makers typically remain anonymous during early engagement?**

- Yes, almost always
- Often
- Sometimes
- Rarely
- No, we usually know who they are early

## **B2.5 How confident are you that your current GTM model reaches enough of your TAM?**

1. Not confident at all
  2. Slightly confident
  3. Moderately confident
  4. Very confident
  5. Completely confident
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## **4. SALES, CONTENT & TRUST**

### **B3. Sales & pipeline mechanics**

#### **B3.1 Approximate number of active sales reps**

- 1-3
- 5-7
- 7-12
- 12-20
- 21+

#### **B3.3 Do you use SDRs / BDRs for meeting generation?**

- Yes, in-house
- Yes, outsourced
- Both
- No
- Not sure / informal

#### **B3.3 Typical sales cycle length**

- Less than 1 month
- 1-3 months
- 3-6 months
- 6-12 months
- More than 12 months

#### **B3.4 Do you have a clearly defined pipeline coverage ratio?**

- Yes, actively managed
- Yes, but loosely
- Aware of it, not tracked consistently
- No
- Not sure

#### **B3.5 Most common reasons deals stall or are lost**

(Free text)

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## **B4. Content, authority & trust**

### **B4.1 Do you currently run webinars, live events, or thought leadership activity?**

(Multi-select)

- Webinars
- Live events / roadshows
- Podcasts
- Regular thought leadership content
- Occasional / ad-hoc
- No

### **B4.2 How often do you publish new content?**

- Weekly or more
- Monthly
- Quarterly
- Occasionally
- Rarely / never

### **B4.3 Is content reused across multiple channels?**

- Yes, systematically
- Sometimes
- Rarely
- No
- Not sure

### **B4.5 How important is credibility and authority in winning deals?**

1. Not important
2. Slightly important
3. Moderately important
4. Very important
5. Critical

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## **5. INFRASTRUCTURE, URGENCY & OUTCOMES**

### **B5. Infrastructure & maturity**

#### **B5.1 Do your GTM tools integrate cleanly today?**

- Yes, well integrated
- Partially integrated
- Poorly integrated

- Not integrated
- Not sure

**B5.2 Do you have a single source of truth for GTM data?**

- Yes
- Partially
- No
- Not sure

**B5.3 How automated are repetitive GTM tasks?**

1. Not automated at all
2. Slightly automated
3. Moderately automated
4. Highly automated
5. Fully automated

**B5.4 Are SOPs documented for GTM processes?**

- Yes, fully documented
- Partially documented
- Informal / tribal knowledge
- No
- Not sure

**B5.5 What frustrates you most about your current GTM model?**

(Free text)

**B5.6 If you could fix one GTM issue immediately, what would it be?**

(Free text)

**B5.7 How urgently do you feel change is required?**

1. Not urgent
2. Low urgency
3. Moderate urgency
4. High urgency
5. Immediate priority

**B5.8 What outcomes would define success from a GTM transformation?**

(Free text)

## **Closing note**

You are not required to answer every question with precision. Estimates and directional answers are sufficient.

Your responses are analysed and used to generate:

- A GTM diagnostic summary
- Identification of primary GTM friction
- A cost comparison
- A short executive presentation

## **Contact:**

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